

MID-WINTER

Chase's

Horse

"NTU"

J. R. SOWER

INCORPORATED.

307-309 Main Street.

Hardware Merchants

PANY

Both Phones

Pointed Paragraphs for
People Seeking
Publicity

ADVERTISING BUILDS AND SAFEGUARDS A BUSINESS.

There is no assurance but in a certainty when it comes to a matter of business conditions, and that certainty can only be obtained by thorough and persistent advertising. Be the business what it may, it can stand on no firmly established footing except it be placed there by publicity of the right sort, and plenty of it.

Advertising is therefore not only a business builder, but a business safeguard, performing swiftly and surely the two greatest possible services, performing them with an accuracy and generosity of measure that only a few years ago would have been considered impossible.

A curious and helpful feature of all established advertising is the almost mechanical, quite impersonal way it has of going straight on with its work, entirely regardless of any mental wavering or uncertainty on the part of the advertiser, carrying him over weak places of which he may even be himself unconscious, and producing a bit of success at a moment when he is inclined to feel "low in his mind."—Fame.

THE POETRY OF ADVERTISING.

The purpose of advertising is to attract and create a demand for the thing you have for sale. But not every possible means of securing this result is legitimate and will, in the long run, promote the success of the man using it. There are certain ethical considerations which, regardless of the principle involved, have a bearing on the lasting success of the advertiser who desires to build up a permanent business.

A fundamental rule in building up such a business is frankness and fairness in the statements made about goods. It is a mistake to think that advertising is just ingenious deception. The largest, most lasting success comes when the goods and the advertising correspond.

This in no wise conflicts with another principal. An essential element in poetry. A good advertisement is both truth and poetry. The bare statements of facts is not good advertising any more than the skeleton of a man is a man. To put flesh on the facts and send the life-blood coursing through vein and artery is the work of the ad. writer. This is a job for a poet.

The real poet of literature glorifies the commonplace. The true advertiser of the market place glorifies the ordinary till it becomes so attractive that everybody wants it. The prosy statements that exceptionally good goods are offered at exceptionally reasonable prices will not be as attractive as the poetic coloring which can be given to the commonest grades at the most ordinary prices. This poetic element appeals to the people and yet they are not really deceived by it.

To say that the cloak is all wool, but the buttons and the lining, may be fact, but that statement in itself is not the last word nor the best word about it. The style of it, the fine fit, the color and numerous other things, are material for the advertiser. If he knows his business he will sell more

cloaks than the fellow who just depends on the cloaks to sell themselves because anybody can see they are good cloaks.

Side by side in an eastern village were two dealers. Both sold strawberries. One advertised the fact that he had "strawberries for sale." The other put a few ingenious touches to his ad. When the folks read it they recalled the good old days of childhood when mother made shortcake and sweetened it with maple sugar and poured cream over it. The hint made people eager for those particular berries, though they came from the same patch in which the other man's berries were grown. A touch of poetry made dollars for the dealer.

This almost magic touch and color is one of the vital things about advertising. Many a bit of real estate has been sold because of the poetic material in sight when the investor failed to see certain things that he might have seen. There's money in advertising when you can put such a color and light on your goods that people want them. And this poetic touch is not ingenious deception. It can fit every fact.

WOMEN MAY VOTE.

Bill Introduced Giving Them Right
to Participate in School
Elections.

The following bill has been introduced in the Legislature, and the committee on Education in the House has reported favorably on it:

An Act Qualifying Women to Vote at Any Common School Election and to Hold Any Common School Office. Be it Enacted by the General Assembly of the Commonwealth of Kentucky:

Sec. 1. That any woman possessing the qualifications requisite to a male voter in common school elections, and who, in addition, may be able to read and write, is hereby declared qualified to vote at any election held for the purpose of choosing any officers of schools, or upon any measures relating to schools, and any woman possessing the legal qualifications required for males is hereby declared to be eligible to hold any office pertaining to the management of schools now existing, or that may hereafter be created by any act of the General Assembly of the Commonwealth of Kentucky.

Sec. 2. In all places where a registration of the qualified voters is now, or may hereafter be, required, women who are by this act qualified to vote shall be registered at the same time and place, by the same officers and in the same manner as male voters, their registration, however, being made in a separate book; and all the provisions of law relating to the registration of male voters are hereby made applicable to the registration of women qualified to vote by this act.

Sec. 3. All laws or parts of laws in conflict herewith are hereby repealed.

WILL

Of the Late W. H. Lewis Admitted to
Probate Saturday.

The will of W. H. Lewis, who died Jan. 30, was probated last Saturday. He leaves his entire estate, with the exception of a few special legacies, to his wife. His principal estate was his half interest in the noted Ballair Stock farm, in Franklin county.

One of the express provisions of the will is that the property which is bequeathed to Mrs. Lewis, is hers to do with as she chooses, but Mr. Lewis suggests that she take her time in disposing of his interest in the farm and horses. There is one provision in the will which is striking, and indicates that Mr. Lewis intended to provide carefully and carefully for his wife. He says: "The property I leave to my wife is never to be in any way controlled, managed by, or subject to the debts of any future husband she may have. It is left her without restriction or limitation, and she can choose her own trustee."

The estate left to Mrs. Lewis consists of one-half interest in the 445 acre farm and the trotting bred broodmares, many of which are the best in the world. These will remain at Ballair, and it is likely that the farm will continue for years to come under the management of W. J. Lewis, for the selection of Mr. Lewis as the executor, indicates that Mrs. Lewis does not intend to close out the horses anyway soon. Mr. Lewis left to the Providence Baptist Church, which is on the Lewis farm, the sum of \$250.

LETTERS FROM THE PEOPLE.

A Plea For Protection of Sheep
On February the 10th by the indulgence of the House Committee on Agriculture, a number of farmers from Franklin county met with them to plead the cause of the sheep industry against the ravages of the worthless dogs.

Since the enactment of the "Dog Law" the value of sheep, as returned by the assessor, is practically doubled.

There have been over \$700 worth of sheep killed and injured in the county during the past eighteen months, and this does not include the permanent injury done to the flocks, as all shepherds know they never recover from the fright.

No other animal today is doing more for man than the sheep. By some they are given first place for profit, food, apparel and extermination of weeds.

While not indigenous to the United States they readily adapt themselves to circumstances and surroundings. They fit in well to an intensive system of agriculture. Competition for us is growing less as the western lands are becoming more developed. We know that the farmers in this county have made 75 per cent. on their investments in sheep, not including the increased fertility of the land. Our metropolis has risen from an insignificant market to be one of the greatest early lamb markets. A packing house has been established at Louisville, and that makes a better market for our sheep and lambs. The demand for "lamb chops" is on the increase.

With these inducements to the farmers of Kentucky why is it the Development Conventions, the Farmers' Institutes, the citizens who are interested in the upbuilding of agri-

culture, and the sheep breeder himself, all procrastinate while the Governor, with one bold assension, demands that this law which gives protection against the only unconquered enemy of the sheep industry be repealed.

Wake up, my fellow sheep breeders, and let your Governor and representatives hear from you immediately.

Why is it that all our interests are protected, save this one animal, that is subject to the tender mercies of an over-supply of unprofitable dogs?

"RUBE"
I demand of the Governor and the Legislature protection for my sheep from dogs, hoping that a David may come forth to lead us from bondage.

KENTUCKIANS

Who Are Visitors at the National
Capital Call on President.

Gov. Willson, of Kentucky, arrived in Washington Tuesday morning, and with Justice Harlan, of the United States Supreme Court, was a visitor at the White House early in the day, and spent some time with the President. The Louisville surveyorship, Gov. Willson said, was not under discussion. The Governor and Justice Harlan during the afternoon went to the Capitol and were admitted to the floors of the House and Senate, where the Governor met many of the Republican leaders. Justice Harlan gave a dinner Tuesday night to the judiciary in honor of Gov. Willson, and Wednesday night Gov. Willson was the guest of honor at a dinner given by Justice McKenna, of the Supreme Court. The Governor is en route to New York, where he was the guest of the New York Republican Club at its Lincoln memorial dinner. The Governor will be in Kentucky on Sunday.

Capt. Jackson Morris, Assistant Secretary of State of Kentucky, called on the President Tuesday. Capt. Morris is well known in Washington. He was graduated in law at George Washington University, and for many years was connected with the Inter-

nal Revenue Bureau of the Treasury. He took an active part for years in college sports, and is one of the best known marksmen of the National Guard of the United States, being champion of Kentucky, whose team he led to victory last year in the National Guard contest.

ADVERTISED LETTERS

The following is the list of letters remaining uncalled for in the Frankfort, Ky., postoffice for the week ending February 15:

Bale, Guy.
Bowman, Geo.
Bush, Kate.
Chism, J. M.
Coleman, Jim.
Donaldson, J. A.
Dunlap, Geo. W.
Dyer, C. H.
Edinates, Anna.
Edwards, James.
Grans, Birdy.
Gusser, Joe.
Gillen, J. H.
Handy, Rebecca.
Herndon, Frank.
Hilledson, F.
Hutcherson, Florence.
Kemp, Edward.
King, E. M.
Lawrence, Ben.
Lightfoot, A.
Long, Cordia F.
Mallicoat, Mary.
Manley, John.
Marshall, Lula.
Martin, Lizzie.
McClain, Mary B.
Minford, Joseph.
Morris, Mrs. Mary A.
Payne, Dayton.
Rayar, Miss Mattie.
Roberts, Worth.
Roberts, J. J.
Robinson, Miss Georgia.
Rogers, John.
Skagg, Marson.
Sorrell, James.
Stillivan, Jas. T.
White, Al.
Wright, Henry.
Young, Thomas C.

Persons calling for any of these letters will please say "advertised."
G. L. BARNES, Postmaster.

JAP-A-LAC
REGISTERED TRADE MARK
"WEARS LIKE IRON"

While around the fireside these winter evening make your preparations for spring painting, papering and house cleaning generally. I carry the celebrated Green Seal Paint (used here for twelve years) and the famous Jap-a-lac. Am also agent for Alfred Peat's Prize Wall Papers. The 1908 sample books which I now have and would be pleased to send to your home. A postal or call over phone will bring them.



FRANK G. STAGG

Hardware, Paints, Oils,
Glass.
210 ANN STREET

KENTUCKY TRACTION
COMPANY.

Schedule effective on and after
December 3, 1907.

Cars will leave Lexington for Versailles and Frankfort every hour from 6:00 a. m., to 6:00 p. m., inclusive.

Cars will leave Lexington for Versailles at 7 p. m., 9 p. m. and 11 p. m.

Cars will leave Versailles for Frankfort every hour from 6:45 a. m., until 6:45 p. m., inclusive.

Cars will leave Frankfort for Versailles and Lexington at 6:00 a. m., and every hour from 7:30 a. m., until 7:30 p. m., inclusive.

Cars will leave Versailles for Lexington every hour from 6:15 a. m., until 8:15 p. m., inclusive and at 10:15 p. m.

Running time Lexington to Versailles 45 minutes. Versailles to Frankfort, 45 minutes.

B. CRAWFORD,
General Manager.

Frankfort & Cincinnati Ry.

"The Midland Route."

Local Time Table.

IN EFFECT JANUARY 28, 1907.

DAILY EXCEPT SUNDAY		DAILY EXCEPT SUNDAY	
No. 84	No. 82	No. 81	No. 83
2:00	3:30	11:15	7:15
3:06	4:36	11:07	7:07
2:11	3:41	11:01	7:01
2:19	3:49	10:53	6:53
2:29	3:59	10:45	6:45
2:36	4:06	10:38	6:38
2:41	4:11	10:30	6:30
2:47	4:17	10:22	6:22
2:51	4:21	10:15	6:15
2:59	4:29	10:07	6:07
3:07	4:37	10:00	6:00
3:11	4:41	9:52	5:52
3:20	4:50	9:44	5:44
3:27	4:57	9:36	5:36

Connects at Georgetown Union Depot with Q & C
Connects at Paris Union Depot with Kentucky Central.
Connects at Frankfort Union Depot with L. & M.

BETWEEN FRANKFORT & CINCINNATI
VIA GEORGETOWN.

P. M. A. M.		A. M. P. M.	
3:00	6:30	11:15	7:15
3:25	6:55	10:50	6:50
6:10	10:15	8:30	4:30

BETWEEN FRANKFORT & CINCINNATI
VIA PARIS.

A. M. P. M.		P. M. A. M.	
6:20	9:00	11:15	7:15
7:15	9:55	10:50	6:50
7:55	10:35	10:20	6:20
10:30	1:10	8:30	4:30

KENTUCKY CENTRAL R. R. POINTS.

WEEK	5:30 A. M.	11:15 A. M.	5:00 P. M.	11:15 P. M.
1	Frankfort	Frankfort	Frankfort	Frankfort
2	Georgetown	Georgetown	Georgetown	Georgetown
3	Paris	Paris	Paris	Paris
4	Winchester	Winchester	Winchester	Winchester
5	Mayfield	Mayfield	Mayfield	Mayfield
6	Cynthiana	Cynthiana	Cynthiana	Cynthiana
7	Richmond	Richmond	Richmond	Richmond
8	Cincinnati	Cincinnati	Cincinnati	Cincinnati

Genl. & H. H. H. C. W. HAY
Pres. and Gen'l. Supt.

Louisville & Atlantic
Railway.EAST BOUND — DAILY EXCEPT
SUNDAY.

Trains leave Versailles for Beattyville and intermediate points at 7:30 a. m. and 12:20 noon.

WEST-BOUND — DAILY EXCEPT
SUNDAY.

Trains from Beattyville and intermediate points arrive at Versailles at 10:15 a. m. and 5:35 p. m.

ON SATURDAYS ONLY — Train leaves Versailles for Richmond and intermediate points at 7:10 p. m.

ON SUNDAYS ONLY — Train leaves Richmond for Versailles and intermediate points at 3:55 p. m.

The L. & A. and the Traction Line affords excellent service between Frankfort and Nicholasville, Richmond, Irvine, Beattyville and intermediate points.

For further information address
H. R. SMITH, G. P. A.,
Versailles, Ky.

Chesapeake & Ohio Ry.

Schedule in effect Nov. 17, 1907, subject to change without notice.

Limited for Louisville, Nashville, Memphis, West and Southwest
9:40 A. M. and 6:15 P. M. Daily Limited.

For Washington, Baltimore, Philadelphia, New York, Richmond, Old Point, and Norfolk

10:15 A. M. and 7:45 P. M. Daily Limited

CHANGE OF STREET CAR
SCHEDULE.

Cars leave Capital Hotel
For Park Line.
6:15 a. m. and every 45 minutes until 10 p. m.

For Cemetery Line.
6:45 a. m. and every 45 minutes until 9:45 p. m.

For Leestown Line.
6:30 a. m. and every 45 minutes until 10:15 p. m.
THE CENTRAL KY. TRAC. CO.